

VETech TOOLKIT

INTRODUCTION SHEET

Target group: Small- and medium-sized enterprises (SMEs)

Name of the tool: Artificial intelligence / AI

Specific tool: ChatGPT

Level: Beginner

General description of the tool: Artificial intelligence (shortly AI) is a technological revolution. It is a collection of computer systems and programs capable of functioning in ways similar to human thinking.

This means that AI systems can:

- learn from information, examples, and patterns (machine learning),
- recognize patterns (e.g., in images or texts),
- make decisions (based on data),
- solve problems and tasks, and
- interpret and use human language (e.g., having a conversation through a chatbot like ChatGPT).

AI systems are built on large databases and learning, enabling them to continuously improve and become more accurate. This process requires significant time and financial resources.

Artificial intelligence can complete tasks in minutes that once took hours. In business, this creates a competitive advantage that is invaluable in today's world. Beyond the workplace, AI can support individuals in learning, travel planning, research, creativity, building diet/workout plans, composing music, providing inspiration across topics, interpreting medical results, and much more—the possibilities are endless.

Within the next five years, artificial intelligence will impact 40% of jobs: some professions will disappear, some will transform, and entirely new ones will emerge.

Ignoring AI is no longer an option, as it already permeates nearly every aspect of life. It is advancing rapidly, becoming increasingly affordable and accurate.

How can we make AI our ally?

- ✓ How can it support both private and business life?
- ✓ How can we train and instruct it properly?
- ✓ How can we know if the information it provides is accurate?
- ✓ What should we do when it gives incorrect information?

You don't need to be an expert to use artificial intelligence—but you do need to know how to communicate with it effectively. The way you phrase your question, request, or instruction (the prompt) is a critical factor.

Main advantages of AI:

- Speed – AI can perform tasks in seconds that would take humans hours or even days.
- 24/7 availability.
- Cost savings – by reducing the need for human working hours and resources, it lowers costs (whether in business or everyday tasks).
- Personalization – it can be tailored to support both personal and business goals.
- Convenience – it works with a vast pool of information, helping decision-making in both private and professional life.

Main disadvantages of AI:

- It is not infallible and does not “know” in the general sense—it draws conclusions and generates answers based on learned patterns and input data.
- Its decision-making process is often a “black box” - we don't fully understand how or why it provides certain answers, making fairness difficult to assess (e.g., loan applications, grant evaluations, medical misdiagnoses). This is why the EU AI Act requires human oversight for high-risk AI systems.
- It can generate anything humans can imagine—including unethical outputs (e.g., deepfakes: artificially generated images or voices).
- It may lead to the partial or complete disappearance of certain professions.
- It can be misused, also creating security risks.

This online training material is designed to help small and medium-sized enterprises (SMEs) effectively integrate artificial intelligence (in this case ChatGPT) into their daily workflows. By doing so, they can catch up with digital developments and strengthen their competitiveness.

Relevance of the tool for the target group:

The use of artificial intelligence can provide significant support for small and medium-sized enterprises (SMEs), as it enables time savings, better utilization of human resources, cost reduction, and increased efficiency.

Key application areas with samples of AI for SMEs:

- **Process automation:** Automating administrative tasks such as invoicing, data entry, and inventory management.
- **Enhancing customer experience:** Implementing customer service chatbots available 24/7 to assist clients.
- **Data-driven decision making:** AI-powered analytics can identify market trends (market research). Demand forecasting can optimize production and inventory management.
- **Supporting marketing and sales:** Creating personalized offers and advertisements based on customer data. Audience segmentation. Automatic A/B testing to quickly improve campaign performance.
- **Cost reduction and efficiency improvement:** Optimal allocation of resources in production and logistics. Reducing errors and waste with quality control algorithms.
- **Innovation opportunities:** Generating new product or service ideas by identifying market gaps.
- **HR and workforce management support:** Automating recruitment: quickly screening resumes and pre-selecting candidates based on keywords and competencies. Supporting the interview process with online assessments. Measuring employee satisfaction with AI-based survey analysis. Creating personalized learning materials to develop employees' skills.
- **Sustainability and energy efficiency:** Optimizing energy consumption and reducing waste. Analysing environmental impact and providing reduction strategies.

The most common forms/applications/solutions of the tool:

1. Customer service and communication

- ✓ **ChatGPT** – Writing texts, answering customer questions, generating creative content.
- ✓ **Microsoft Copilot** – AI-assisted document and spreadsheet management.
- ✓ **Intercom** – Chat, email, and automation features.
- ✓ **Google Gemini** – Text creation, information retrieval, content summarization, and support for creative tasks.

2. Marketing and digital content creation

- ✓ **Jasper AI** – Generating blog posts, ads (SEO optimization), emails, and social media posts.
- ✓ **Copy.ai** – Fast marketing copywriting.
- ✓ **Canva Magic Studio (Canva)** – AI-based editing of images and graphic content.
- ✓ **Lumen5** – Automatically converting blog posts, newsletters, or any text into videos.

3. Project management and productivity

- ✓ **Notion AI** – Organizing and summarizing notes and documents, brainstorming.
- ✓ **ClickUp AI** – AI-assisted task and project management.
- ✓ **Slack GPT** – Smart information retrieval and rapid response generation in team communication.

4. Finance and administration

- ✓ **QuickBooks (with AI features)** – Automating accounting, invoicing, and financial reporting.
- ✓ **Xero (with AI features)** – Online accounting, automatic bank data synchronization, AI suggestions for financial decisions.
- ✓ **Expensify** – Recognizing and categorizing expenses from photos, supporting faster and more accurate expense tracking and reporting.

5. HR and recruiting

- ✓ **Workable** – AI-based recruitment and hiring platform that helps find and evaluate suitable candidates and streamline hiring processes.
- ✓ **HireVue** – AI-based video interview and talent assessment platform that enhances the efficiency of recruitment processes.
- ✓ **Deel (with AI features)** – Employee and freelancer management platform.

6. Data and business analysis

- ✓ **Power BI (with AI features)** – Microsoft's business intelligence (BI) and data visualization platform, integrating AI features for corporate data analysis and decision support.
- ✓ **Tableau GPT** – Interactive reporting with AI support.
- ✓ **MonkeyLearn** – Analysis of text data (e.g., customer feedback).

7. Creative and visual content

- ✓ **DALL·E** – Generating custom images based on text descriptions, e.g., for marketing materials.

General presentation of ChatGPT as AI tool:

Description: Large Language Models (LLMs) are a type of artificial intelligence (AI) capable of understanding, generating, and processing text.

The first version, **GPT (2018)**, with **117 million parameters**, could recognize the structure of text.

GPT-2 (2019), with **1.5 billion parameters**, was able to understand text content.

GPT-3 (2020), with **175 billion parameters** (e.g., ChatGPT), enabled real conversation.

GPT-4 (2023) now has **1.75 trillion parameters**.

GPT-5 (2025) – now in use with huge potential.

The abbreviation “**GPT**” stands for *Generative Pre-trained Transformer*:

- **Generative** – capable of creating new text, not just repeating existing content.
- **Pre-trained** – trained on massive amounts of text data beforehand.
- **Transformer** – effective at recognizing language patterns.

ChatGPT is an artificial intelligence-based language model. Its essence lies in communicating with humans in natural language and being able to interpret, generate, explain, or creatively transform text. Its operation is based on recognizing statistical patterns. It does not “know” in the classical human sense, but it can predict which words or expressions are likely to follow in a given textual context.

Applications: Thanks to its vast training data, it can perform a wide variety of tasks, including consulting, creative writing, programming, assisting with language learning, summarizing texts, translation, story generation, market research, image generation, grant writing, minute-taking, and more.

Advantages:

- Fast
- Multilingual
- Versatile
- Available 24/7
- Easy to use
- Learns and improves rapidly
- Free version available (registration recommended)

Disadvantages:

- Often provides incorrect or inaccurate information
- Struggles with very specific, context-dependent situations
- Can “hallucinate” (generate fictional information)
- Its responses are based on trained data and are not always updated in real time.
- Knowing proper prompt techniques is necessary for effective use.
- It does not replace human expertise.
- Sensitive information should not be shared with it.

Relevance of ChatGPT as AI tool for the target group:

ChatGPT is an AI-based tool that can create value across many areas of daily SME operations. Its relevance lies in providing solutions that are fast, cost-effective, and scalable.

Customer Service and Communication: ChatGPT can provide instant, 24/7 customer support via website chat, social media, or email. This improves the customer experience, increases response speed, and reduces the workload on support staff.

Marketing and Content Creation: It can generate professional ads, blog articles, social media posts, and email campaigns within minutes. This enables SMEs to consistently present fresh and relevant content in the market while saving time and costs.

Internal Process Support: ChatGPT can summarize, rephrase, and organize meeting notes, proposals, contracts, or reports (post-review is essential). It simplifies administrative tasks, allowing employees to focus more on value-creating activities.

Market Research and Decision Support: It quickly collects information from public sources, presents it in a structured format, and helps develop alternative solutions. This enables data-driven and well-informed decision-making.

Training and Education: It can create customized learning materials and guides for onboarding new employees or developing existing staff skills.

Benefits for SMEs:

By using ChatGPT, SMEs can achieve a technological upgrade without requiring major investments. The tool allows businesses to react faster to market changes, provide personalized customer experiences, and continuously improve internal processes. This not only increases operational efficiency but also strengthens long-term market competitiveness and innovation capabilities.